STUDYING EXTENSION WORK WITH FARMERS AND FARM HOMEMAKERS IN WASHINGTON PARISH, LOUISIANA

PART I-WHITE FAMILIES 1/

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Baton Rouge, Louisiana

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1/ (PART II-NEGRO FAMILIES. For convenience, a report on this part of the study is being given under a separate cover.)

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FOREWORD

A program of Extension studies was started in the spring of 1949. These studies were designed as the beginning of a continuous process of evaluation to help us, as Extension workers, to analyze ourselves, our activities, the people with whom we work and the effectiveness of the Extension program.

The first parish study, A Study of Agricultural Extension Work in Lafourche Parish, was made in May, 1949, and reported as Agricultural Extension Publications No. 1053, September, 1950.

A study of Extension work in Red River Parish was the second in the series. This study was reported in mimeograph form in November, 1950, under title, "Studying Extension Work with Farmers and Farm Homemakers in Red River Parish, Louisiana", Part I - White Families, and Part II, - Negro Families.

This study of Extension work in Washington Parish is the third in the series. The fourth is to be made in Madison Parish during the early part of 1951. Field work for that study is tentatively planned for May.

These studies deal with the general effectiveness of Extension work. They will be followed by intensive studies of the effectiveness of Extension in special fields, including both programs and teaching methods.

H. C. Sanders
Director

PURPOSE OF THE STUDY

The purpose of this study is to determine the extent to which farmers and farm homemakers in Washington Parish have adopted farm and home practices that have been recommended by the Extension Service; the effectiveness of the teaching methods used; the extent to which farmers and farm homemakers have contact with Extension; and the knowledge farmers and farm homemakers have of the Extension Service.

HOW THE STUDY WAS MADE

Information was obtained in May, 1950, from 163 white farm families through the personal interview method. The sample of families to be interviewed was taken from a random list of white farm families in the parish by taking every tenth name, starting with a randomly selected number.

In addition to the 163 white families, 93 Negro farm families were selected in the same manner by taking every fifth name from a random list of Negro families. Sharecroppers were not included in the study.

The interviewing was done by seven men and six women, all Extension workers. Eleven were from the state Extension office. Two were county agents. One of the county agents was from an adjoining parish, the other from a nearby parish. The same enumerator interviewed both the farmer and homemaker in a family. The agents in Washington Parish were not included as interviewers, but they actively assisted with the planning and conduct of the study.

DESCRIPTION OF WASHINGTON PARISH

Washington Parish is located in the northeast corner of that part of Louisiana which lies east of the Mississippi River. It is one of the Florida Parishes, a region of romantic history over which many flags have flown and which existed as an independent republic for 76 days in 1810. The republic was occupied by United States troops that same year and afterward was added to the new state of Louisiana. Washington Parish was created in 1819 by an act of the legislature subdividing St. Tammany Parish. Franklinton has been the parish seat since that time.

The Florida Parishes area received its first important influx of settlers shortly before the Revolutionary War when it was a British colony known as West Florida. The settlers were British soldiers who had fought in the French and Indian Wars and were paid in land. Other settlers came mostly from the older states. French and Spanish rule had little influence on the particular area that is now Washington Parish. The parish was sparsely settled, mostly by English-speaking white people, until the turn of the 20th century. According to the U.S. census bureau the population in 1900 was 9,628. In 1940 it was 34, 443. A preliminary report of the 1950 census places the population at 38, 265, an increase of 11.1 per cent over 1940. About two-thirds are white and one-third Negro.

The most rapid growth in population came after 1906 when Bogalusa, now the principal city of the parish, was founded as the site of the Great Southern Lumber Company, for many years the world's largest yellow pine sawmill. The mill closed in 1936, but a large paper and container company has located at Bogalusa and the processing of forest products is still the chief industry of the parish. A number of small sawmills now are located there. Considerable reforestation has been done. Practically all of the original stand of timber, which was chiefly pine, has been cut.

The land area of Washington Parish is 425, 344 acres. Topographically, the land is divided into upland and terrace. The upland areas are gently rolling to rough hilly. The terrace areas are almost level. According to the 1945 agricultural census there were 3,028 farms in Washington Parish that year. They contained a total of 217,167 acres, of which 76,709 were in crops, 57,302 in pasture, and 72,167 in woodland other than pasture. The average farm size was 71.8 acres.

The most important crops in 1945 were cotton, corn grown for feed, sweet potatoes, Irish potatoes, and commercial vegetables. Principal hay crops were soybeans and cowpeas, lespedeza, and small grain. Dairy cattle, beef cattle, hogs, and sheep are raised. Dairying is very important in the parish, which is located about 90 miles from New Orleans and is one of the principal producers of milk for sale in the city. In the year 1944, the latest for which complete figures are available, dairying supplied 31 per cent of the farm income and all livestock 48.9 per cent as compared to 49.3 for all crops. Tung trees grow well in the parish and give promise of becoming an important source of income.

Washington Parish was chosen for the survey because its agriculture and its people are considered typical of the part of the state in which it is located.

THE EXTENSION PROGRAM

Farm demonstration work was started in Washington Parish in 1909, which was five years before passage of the Smith-Lever Act. Since the beginning, the parish has been served continuously by a county agent, with the exception of one or two brief periods during the first world war. Including the present agent, there have been 14 different county agents employed in the parish during the 41 years of Extension work.

Home demonstration work was started in May, 1916, and has continued, without interruption except for changes of personnel, up to the present time. Nine different home demonstration agents have worked in the parish.

The first assistant county agent was appointed in January, 1935. Ten different men have served as assistant county agent since that time.

The first assistant home demonstration agent was appointed in August, 1938. Five different persons have served as assistant home demonstration agent.

An assistant home demonstration agent for work with Negroes was employed in the parish from July 15, 1923 to October, 1930.

Broadly speaking, the purpose of Extension work in the parish is to help develop people that they may more easily identify and solve the various problems that affect their own welfare. Working toward this broad objective, the program is set up to help increase the knowledge and skills of the people; to encourage more efficient farming and the building of better homes; to produce a higher income and raise the standard and scale of living. Within this broad framework of fundamental aims, the Extension program has included the following:

<u>County Agents</u>:

1. <u>Corn</u>. Varieties , fertilization, culture.
2. <u>Pastures</u>. Soil preparation, fertilization, seeding, clipping, renovation.
3. <u>Supplemental Grazing for Dairy Cattle</u>. Oats and oats in mixture with legumes for winter grazing, fescue, sudan or Alyce clover for summer grazing.
4. <u>Dairy Cattle</u>. Breeding, feeding, management
5. <u>Swine</u>. Breeding, feeding, parasite and disease control.

County Agents: (Continued)

6. Forestry. Planting seedlings, improving farm wood lot, selective cutting and marketing.
7. Cotton. Varieties, fertilization, cultivation, insect control.
8. Beef Cattle. Breeding, feeding, disease and parasite control.
9. Soil Conservation. Terracing, drainage, manure crops, soil testing.

Home Demonstration Agents:

1. Nutrition and Health
   a. Food production. Poultry; gardening; home orchards.
   b. Food selection and preparation.
   c. Food preservation. Canning; freezing; storing.
   d. Health. 4-H health project; health council.
2. Clothing. Selection, construction.
3. Housing and home furnishings. House plans, electrification, electric outlets, electric appliances, furnishing, upholstery, slip covering, yard improvement.
4. Home Management. Selection of equipment and furnishings, arrangement of equipment, and furnishings, storage.

While there was no overall advisory group in the parish prior to early 1950, the following groups and organizations have contributed to the determination and execution of the Extension program: Home Demonstration Council, 4-H Executive Committee, Fair Association, Cattlemen's Association.

The 4-H Club program is carried as a joint activity by the county agents and home demonstration agents. The projects open to 4-H club members are included in the Extension program for the parish. In 1949 there were 20 organized clubs in the parish with an enrollment of 620 boys and 676 girls.

CHAPTER I

WASHINGTON PARISH AND ITS PEOPLE

A Large Proportion of the Farmers and Homemakers Have Lived on Their Farms and in the Parish 10 Years or More

Sixty-five percent of the farmers and 63 percent of the homemakers have lived on their farms for 10 years or more. Eighty-seven percent of the farmers and 84 percent of the homemakers have lived in the parish 10 years or more.

Table 1--Length of Time Farmers Have Farmed This Place and Farmed in the Parish. Length of Time Homemakers Have Lived as Homemakers on this Place and in the parish.

Years	On Farm		In Parish	
	Farmers	Homemaker	Farmer	Homemaker
Number of records	163	160	163	160
Percentage:				
Less than 1 year	3.1	3.8	1.2	1.3
1-4 Years	17.8	20.0	6.1	8.0
5-9 Years	14.1	13.8	5.5	5.6
10 Years and Over	65.0	62.5	87.0	84.4

Size of Farms

Two-thirds of the farms have less than 50 acres. One-third are 50 acres or more.

Table 2--Acres in Cropland

Acres	Farms
Number of records	163
Percentage of farmers having:	
1-19 Acres	21.5
20-29 Acres	19.0
30-49 Acres	25.7
50 Acres or Over	33.7

Major Sources of Farm Income

The major sources of farm income are dairying, cotton, corn, beef cattle, hogs, truck crops, and tung nuts. Five percent of the farmers sell forest products, mostly pulp wood.

Table 3--Major Sources of Farm Income

Number of records	163
Percentage of farmers naming:	
Dairying	38.6
Cotton	32.5
Corn	31.5
Beef Cattle	22.7
Hogs	14.7
Truck crops	13.5
Tung nuts	6.1
Forest products	4.9

Portion of Family Money-Income Made From Farm

Only one-third of the families derive all their money income from the farm. The other two-thirds derive money income from part-time work such as work in the paper mills and saw mills.

Tenure Status

Ninety percent of the farmers are owners or part owners; one percent are managers and nine percent are tenants.

Transportation is Good

The roads are good. There is a comprehensive system of parish-maintained gravel roads which reaches all communities in the parish. The paved highways in the parish connect with interstate highways.

Forty-five percent of the families own automobiles; and 45 percent own trucks. Seventy-eight percent of the families have either a car or truck. Forty-seven percent of the homemakers drive a car.

The Farm Homes

The farm houses are fairly large. They average over five and one-half rooms per house. The average number of persons per room is less than one. Space, therefore, would seem to be adequate in these homes. Two-thirds of the houses are unpainted frame. Most of the others are painted frame. A few are brick or concrete.

Home Facilities

About two-thirds of the homes have running water in the house. Over 60 percent of the families have ~~telephones~~.

Ninety-four percent of the houses have electricity and an equal number have electric lights. Additional conveniences in the houses have accompanied the installation of electricity. Over 90 percent of the families have radios; over 70 percent have mechanical refrigerators; and 66 percent have power washing machines.

Fourteen percent of the families have home freezers, and 17 percent have rented locker space. Eighty percent of the families have sewing machines.

Table 4.--Home Facilities

Number of records	163
Percentage of homes with:	
Running water in house	68.0
Complete bathroom	61.3
Electricity	94.4
Radio in working order	93.2
Power washing machine	66.2
Refrigerator:	
Mechanical	73.6
Ice	9.2
Sewing machine	80.3
Telephone	17.8
Home freezer	14.4
Rented locker space	16.6
Pressure cooker or pressure canner for canning	83.4

FARM FAMILIES IN WASHINGTON PARISH

Age of the People

Of the farmers, 21 percent are under 35 years of age; 38 percent are from 35 to 49 years; and 42 percent are 50 years of age and over.

The homemakers are a little younger than the farmers. Thirty percent are under 35 years of age; 38 percent are from 35 to 49 years of age and only 33 percent are over 50 years of age.

Formal Schooling

Over 60 percent of the farmers and 70 percent of the homemakers have had eight or more years of formal schooling. Seven percent of the farmers and 13 percent of the homemakers had some college.

A High Percentage of the Families Have Children at Home

Forty-four percent of the families have children under 10 years of age. Forty percent of the families have children 10 to 18 years of age. Twenty-two percent have young men and young women at home from 19 to 30 years of age, other than farmer or homemaker.

Many Families Subscribe to Newspapers and Magazines

Ninety-three percent of the families have a radio and 66 percent of them take a daily paper or weekly paper. Ninety percent of the families take a farm or home magazine.

Table 5.--Educational Training of Farmer and Homemakers

Item	Farmers	Homemakers
Number of records	163	160
Percentage of individuals in age groups:		
Under 30 years	6.7	16.3
30-34 years	14.1	13.8
35-39 years	15.3	14.4
40-44 years	11.6	11.9
45-49 years	10.4	11.3
50 years and over	41.7	32.5
Percentage of individuals completing no more than:		
4 years or less	12.9	5.0
5 - 6 years	17.8	12.5
7 years	8.6	12.5
8 years	14.7	11.9
Some high school	17.8	25.6
Completed high school	20.8	20.0
Some college work	7.4	12.5

Table 6.--Radio, Newspapers, and magazines received in the home

Number of records	163
Percentage of homes having radios in working order	93.2
Percentage of homes taking any newspaper	66.2
Any daily paper	42.3
Any weekly paper	47.2
Both daily and weekly paper	21.4
Percentage of homes taking any farm or home magazine	90.1

KNOWLEDGE OF EXTENSION WORK

A large percentage of both farmers and homemakers know something of Extension work. Over 85 percent of the farmers and 57 percent of the homemakers can identify the county agent; 89 percent of both farmers and homemakers know who is the county home demonstration agent. About 84 percent of the farmers and homemakers know something of 4-H Club work. It might be pointed out that the present home demonstration agent has been in the parish several years while during this same time there have been numerous changes of county agricultural agents.

Participation of Farmers and Homemakers in Extension Sponsored Organizations

Eleven percent of the farmers belong to the Cattlemens' Association, which is sponsored by Extension. Thirty percent of the homemakers have at some time belonged to home demonstration clubs, also sponsored by Extension, but only 22 percent of the homemakers belong to home demonstration clubs during the present year. Twenty-one percent of the farmers and 28 percent of the homemakers have been members of 4-H Clubs. This would indicate a large force of people available for community leadership in Extension. Nearly one-half of the families have had children in 4-H Club work in the past, but only one-fourth of the families have children in 4-H Clubs during the present year.

Table 7.--Knowledge of Extension Service Work

	Farmer	Homemaker
Number of records.	162	159
Percentage saying they:		
Know who the county agent is	85.8	57.1
Know who the home demonstration agent is	88.7	89.1
Know something of 4-H Club work.	84.5	83.5
Participation in Extension Sponsored Organizations.		
Percentage who:		
Are members of the parish cattlemens' association	11.3	xxxx
Have ever been members of parish cattlemen's association.	11.3	xxxx
Are members of home demonstration club	xxxx	21.8
Have ever been members of home demonstration club.	xxxx	30.4
Have ever been in 4-H Club.	20.5	27.8
Have ever had children in 4-H Club	49.7	48.7

163 families were interviewed.
Three were without homemakers.

Participation of Farmers and Homemakers in Organizations Other Than Extension Sponsored

Eleven percent of the farmers and six percent of the homemakers belong to farm or home organizations other than those sponsored by Extension. Some of the farmers and homemakers take part in civic and school organizations, lodges, and similar organizations. Over 90 percent of the farmers and homemakers attend church and church organizations.

Table 8--Participation of Farmers and Homemakers in Organizations Other Than Those Sponsored by Extension

Item	Farmer	Homemaker
Number of records	162	160
Percentage who participate in or attended during last year:		
Farm or home organizations	10.5	5.6
Civic or school organizations	6.2	6.3
Lodges and similar organization	17.9	7.5
Church and church organization	91.3	92.5
Other organizations	13.6	3.8
No organizations	5.6	5.6

Participation of Young People in Other Than Extension Sponsored Organizations

Forty percent of the families have children from 10 to 18 years of age. Sixty-six percent of these families have at least one child enrolled in 4-H Clubs. Twenty percent of the families have young men and women at home 19 to 30 years of age, other than farmer or homemaker.

A large percentage of these young people attend church and church organizations. A few of them belong to farm organizations, civic and school groups, lodges, and similar organizations.

Table 9--Organizational Participation of Young People

Item	Young people 19 to 30 years of age other than farmer and homemaker	Children 10 to 18 years of age
Number of records	162	162
Number of homes having any	32	64
Percentage of homes having any	19.8	39.6
Percentage of these homes having any in:		
4-H Club	xxxx	66.4
Farm organizations	3.3	4.9
Civic and school organizations	6.6	6.6
Lodges and similar organizations	6.6	1.6
Church and church organizations	87.9	77.1
Other organizations	6.6	1.6

LEVEL OF LIVING OF FARM FAMILIES ACCORDING TO THE SELL SCALE 1

Among the owners of farms, 86 percent of the families have a higher level of living than the average for Louisiana of farm owners. This state average (61.5) is derived from the short form of the Farm Family Socio-Economic Scale, which is one measure of the level of living of farm families. Since only nine percent of the families wer tenants, a level-of-living index was not worked out for these families. Electricity has made possible many home facilities. Houses are fairly large, and formal schooling a little above the average for rural communities.

Table 10.--Level of Living Index of Farm Owners

	WASHINGTON PARISH	LOUIS-IANA
Number of records	160	
Average index	73.3	61.5
Percentage above state average	85.6	
Percentage below state average	14.4	

CHAPTER II

Farm Practices

Practices Which Have Been Emphasized in the Parish and Singled out for Study.

The Extension programs have recommended many farm practices for the parish. A check was made of 12 of these practices to determine the extent to which the farmers have adopted them. This should give one measure of the effectiveness of Extension teaching in this area.

~~Eighty-six~~ Ninety percent of these farmers have adopted one or more of these practices. (Figure 1) The percentage of farmers adopting practices varies from ~~22~~ 92 percent who use the recommended varieties of cotton to 42 percent who use hybrid corn as a part or all the crop, and 42 percent who treat pigs with worm capsules or sodium floride to control round worms.

Approximate Number of Years Practices Have Been Emphasized in the Parish.

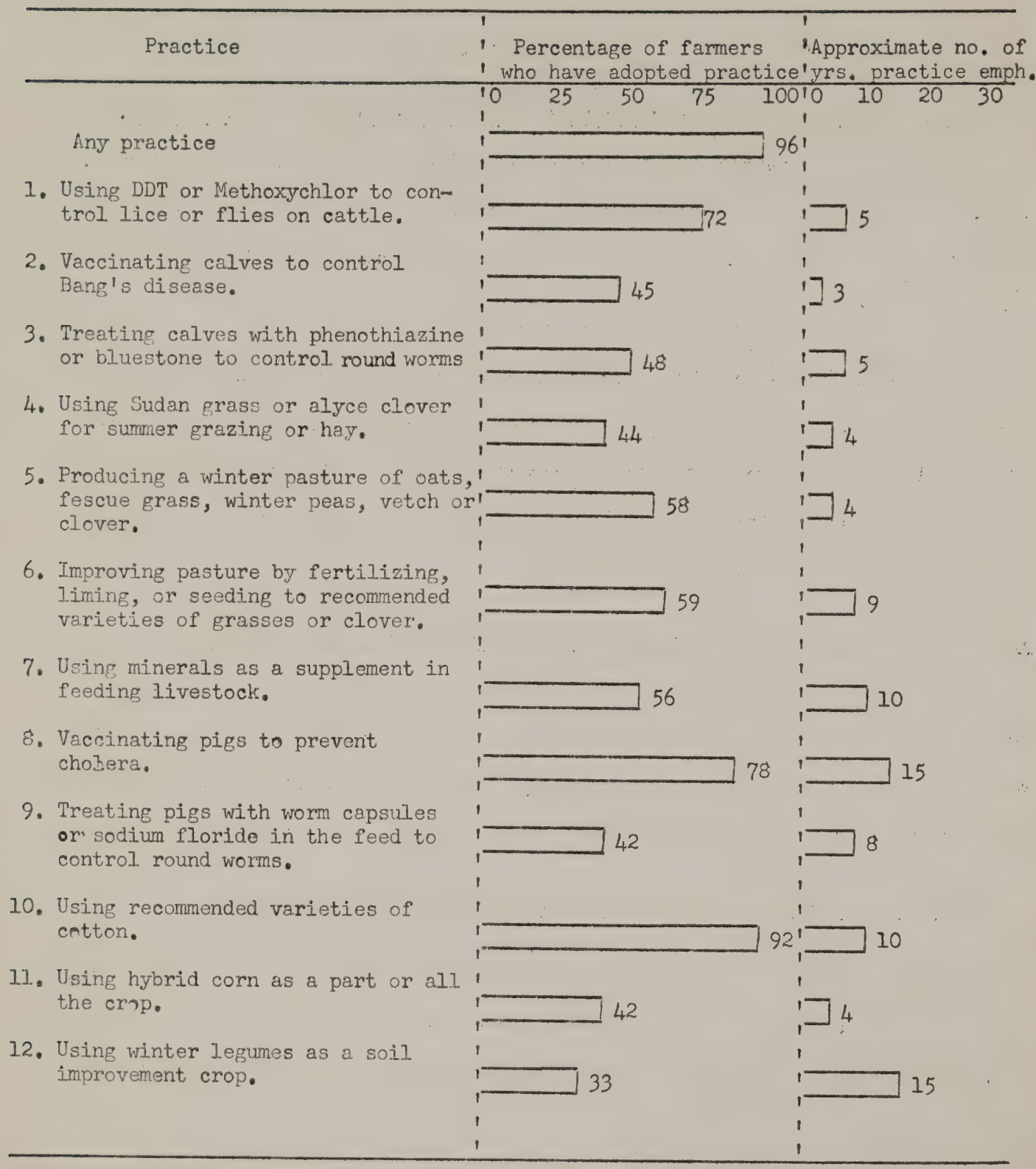
Some practices, such as vaccinating calves to control Bang's disease, have been emphasized a relatively short period of time in the parish. (Figure 1) There would seem to be little or no relationship, however, between practices adopted and the number of years the practices have been emphasized in the Extension Program.

Who Are The Farmers Who Have Adopted The Recommended Practices?

A higher percentage of the farmers who have much contact with the agents 1/, those who have a higher level of living 2/, and those who have more formal schooling, (nine years or more) and a slightly higher percentage of the younger farmers adopted the recommended practices.

1/ The farmers who have had eight or more different kinds of contacts are interpreted as having had "much contact".
2/ A level of living index of 75 and above is interpreted in this study as "high". See chapter I, page .

Figure 1.--Farmers Who Have Adopted Practices and Approximate Number of Years Practices Have Been Emphasized



To What Extent Have The Farmers Not Adopted Recommended Practices And Probable Reasons?

A large percentage of the farmers, about 58 percent, have not adopted a few of the practices such as using hybrid corn as a part or all the crop, or treating pigs with worm capsules or sodium floride to control round worms. On the other hand, less than 10 percent of the farmers who raise cotton had not used the recommended varieties of cotton. Percentages of farmers not adopting practices varies between these two extremes.

An effort was made in this study to determine reasons why the farmer has not adopted a practice if he grows the crop or has livestock the practice applies to. However, in getting the reason, the enumerator was instructed to ask reasons for only the first non-adopted practice that applied to the farm.

Following are some of the reasons given by the farmers for not adopting a few of the practices. (Table II)

Table No. 11.--REASONS GIVEN BY WHITE FARMERS IN WASHINGTON PARISH FOR NOT ADOPTING PRACTICES

B-1 a. Using DDT or Methoxychlor to control lice or flies on cattle

Reason	No. times given
No equipment to do it with	4
Not enough cattle to justify it	4
Just don't get around to it	3
Didn't know about it	2
Cattle run on open range	2
Never felt need for it	3
Never thought it would pay	1
Just have two cows, so didn't bother	1
Have never had any lice	1
Don't know what to use, nor how to do it	1
Have plans for starting soon	1
Have not had time to do it	1
Cattle are too wild	1
Neglect	1
Never had any trouble from lice	1
Never keep the cows long enough	1
Don't need to use it	1
Just have not bought the material	1
Not physically able	1
Never had to	1
Afraid of the poison in the spray	1

b. Vaccinating calves to control Bang's Disease

Never have had trouble from Bang's	10
Never needed to vaccinate	8
Never had need for it - been none in community	3
Don't think cows have Bang's	1
Didn't know about it	1
Have lost most calves at birth	1
Never had need for it, will vaccinate if cows get sick	1
Never had any calves that looked like they needed it	1
Sells cow if she loses one calf	1
Just neglected doing it	3
Just never got around to it	1
Just put it off for sometime later	1
Just have not taken the time to start	1
Not enough calves to justify it	1
Man who does it is too far away	1
Just getting started in cattle business	1
Have only one cow	1
Have not been keeping calves	1
Has not been available for beef cattle	1

c. Treating calves with phenothiazine or bluestone to control round worms

Never had any trouble from worms.....	3
Just neglected to do it.....	2
No need for it.....	1
Just have not done it.....	1
Sell calves while young.....	1
Never found it necessary.....	1
Calves too young to need it.....	1
Have very few calves; no trouble from worms.. in community	1

d. Using Sudan grass or Alyce clover for summer grazing or hay

Just starting in cattle business.....	2
Like other grass and clover better.....	1
Like Dallis grass and Lespedeza better.....	1
Pastures not fenced off.....	1
Have plenty of grazing without it.....	1
Just don't have the money.....	1
Just don't have the labor.....	1
Graze cattle on open range.....	1
Plan to try it.....	1
Need land for cultivated crops.....	1
Just have not done it.....	1

i. Treating pigs with worm capsules or sodium floride in the feed to control round worms

Use turpentine and lye in feed.....	1
Just don't get around to it.....	1
Don't know how to do it.....	1
Use something else.....	1

h. Using hybrid corn as a part of or all the crop

Weevils are too bad in hybrid.....	5
Don't like it.....	1
Too soft, weevils eat before can harvest it..	1
Prefer corn that's easier to shell.....	1
Don't know much about it.....	1

CHAPTER III

SOURCES OF INFORMATION WHICH HAVE CONTRIBUTED TO ADOPTION OF FARM PRACTICES

In addition to finding the extent to which farmers have adopted recommended practies, information was gotten on sources of information that influenced farmers in adopting the practices.

Farmers Name Extension Teaching Methods as a Source of Information Which Helped Them to Decide to Adopt Practices.

Ninety-six per cent of the farmers have adopted at least one of the recommended practices. (Figure 2) Of the farmers adopting practices, 65 per cent stated that they got ideas from indirect Extension influence - neighbors and friends who, it seemed obvious, had received it from Extension. (Table 12) News items, radio broadcasts, bulletins, and circular letters, were named by from 38 to 53 per cent of the farmers. Method demonstrations, farm visits, and office calls ranged from 24 per cent to 29 per cent. Other methods show from 14 per cent down to 2 per cent.

On basis of these figures, circular letters, radio, bulletins, and news items rate high in effectiveness in reaching farm people. It should not be overlooked, however, that the result demonstrations, and observations from farm visits are often used as a basis for teaching by means of all four of these methods.

If Extension teaching methods are grouped broadly into four groups, (1) methods which reach individuals, (2) methods which reach people in groups, (3) methods which reach people in masses, and (4) indirect influence, and adjusted to a basis of 100 the following results are shown:

Individual methods....20.2

Group methods.....12.5

Mass media.....49.7

Indirect influence....17.6

It is observed that mass media are mentioned most often and group method least often.

Non-Extension Sources of Information

Two-thirds of the farmers named sources of information other than Extension that helped them to decide to adopt the practices. (Figure 2) The percentage who named these non-Extension sources as information for adoption of individual practices ranges from 46 per cent for varieties of cotton, down to 20 for vaccinating pigs. Such sources as agricultural teachers, seed, feed, and fertilizer dealers, the veterans' training program, and the Production and Marketing Administration were named.

Figure 2.—Farmers Adopting Practices and Source of Information

Practices	Percentage of farmers adopting Practice (0 25 50 75 100)	Percentage of farmers adopting practice and giving source of information as: Extension	Non-Extension
Adopting any practice	96	93	67
1. Using DDT or methoxychlor to control lice or flies on cattle	72	86	41
2. Vaccinating calves to control Bang's disease	45	91	31
3. Treating calves with phenothiazine or bluestone to control round worms.	48	88	36
4. Using Sudan grass or Alyce for summer grazing or hay	44	90	37
5. Producing a winter pasture of oats, fescue grass, winter peas, vetch or clover.	58	89	36
6. Improving pasture by fertilizing, liming, or seeding to recommended varieties of grasses or clover.	59	92	45
7. Using minerals as a supplement in feeding livestock.	56	85	36
8. Vaccinating pigs to prevent cholera.	78	85	26
9. Treating pigs with worm capsules or sodium floride in the feed to control round worms.	42	81	42
10. Using recommended varieties of cotton.	92	89	46
11. Using hybrid corn as a part or all the crop.	42	95	32
12. Using winter legumes as a soil improvement crop.	33	89	39

Table 12.--Source of Information for Farm Practices

Number of farmers adopting any practice		156
Percentage of these farmers who named:		
Extension sources		92.9
Indirect	64.7	
Circular letter	53.2	
Bulletin	46.8	
Radio broadcast	40.4	
News item	38.5	
Office calls	28.8	
Farm visits	26.3	
Method demonstration	24.4	
Result demonstration	14.1	
Other meetings	10.9	
Leader training meeting	3.8	
Extension exhibit	2.3	
Correspondence	2.6	
Telephone	1.9	

CHAPTER IV

EXTENSION CONTACTS BY FARMERS

To what extent have the farmers been exposed to extension teaching?

Ninety-eight per cent of the farmers in Washington parish have in some way been exposed to information through the Extension, and 93 per cent have made practical use of a part of the information. (Figure 3)

Ninety-three per cent of the farmers have received circular letters, and 90 per cent have seen an Extension exhibit. Eighty-four per cent have received bulletins, and 80 per cent have listened to farm and home radio broadcasts on Extension work. Over 70 per cent have visited the Extension office or read an Extension news item. Forty per cent have had a visit on their farms by an Extension agent, and 38 per cent have seen a result demonstration, and has some correspondence with an Extension worker.

The ratio of the percentage of farmers who have been exposed to teaching methods to the percentage who named the methods as sources of information is high for farm visits, circular letters, news items, bulletins, and radio broadcasts. (Figure 3) These range from 50 per cent for radio broadcasts, to 65 per cent for farm visits. It should be noted that these methods not only show a relatively high degree of effectiveness, but also rate high, except for farm visits, in percentage of farmers naming them as a contact.

Office calls rate relatively high as a contact but show only 39 per cent as a ratio of takes to exposures. On the other hand, farm visits are relatively low as a contact, but show a high ratio which is used here to indicate effectiveness.

Who are the farmers that have been exposed to extension teaching methods?

A much higher percentage of the farmers who have a higher level of living and those who have nine years or more of formal schooling have been exposed to Extension teaching than have those who have lower level of

living or have had eight years or less formal schooling. For example, farmers who have a higher level of living show an average of 15 per cent per method more contacts through farm visits, result demonstrations, and other meetings than did those having a lower level of living. Also those with nine years or more years of formal schooling show an average of 13 per cent more contact through farm visits, result demonstrations, and other meetings than those with eight years or less of formal schooling.

There is little difference in the percentage of contacts between farmers of 45 years of age and over, and those of 44 years and under.

Relative influence of teaching methods upon adoption of practices

In interpreting the data on relative influence of the various teaching methods, it should be kept in mind that the outcome of the extension program depends on several different teaching methods, and that there is an interrelationship between the methods used.

Farmers show a total of 879 practice adoptions. Circular letters are credited with having influenced 17.8 out of each 100 of these practice adoptions, and indirect influence, with 15.4 out of each 100. (Figure 4) Office calls and radio broadcast are credited with 11.4 and 10 respectively.

Other teaching methods range from 9.8 for bulletins down to 0.5 for telephone calls.

If the methods are grouped according to (1) individual methods, (2) group methods, (3) Mass media, (4) indirect influence, the percentages of practice adoptions due methods will read:

Individual methods...21.4

Group methods.....11.9

Mass media.....51.3

Indirect.....15.4

It will be noted that mass media (circular letters, news items, radio broadcasts, bulletins, Extension exhibits) are credited with 51 per cent of the total influence.

Figure 3.--The Extent to Which Farmers Have Been Exposed to and Influenced by Extension Teaching

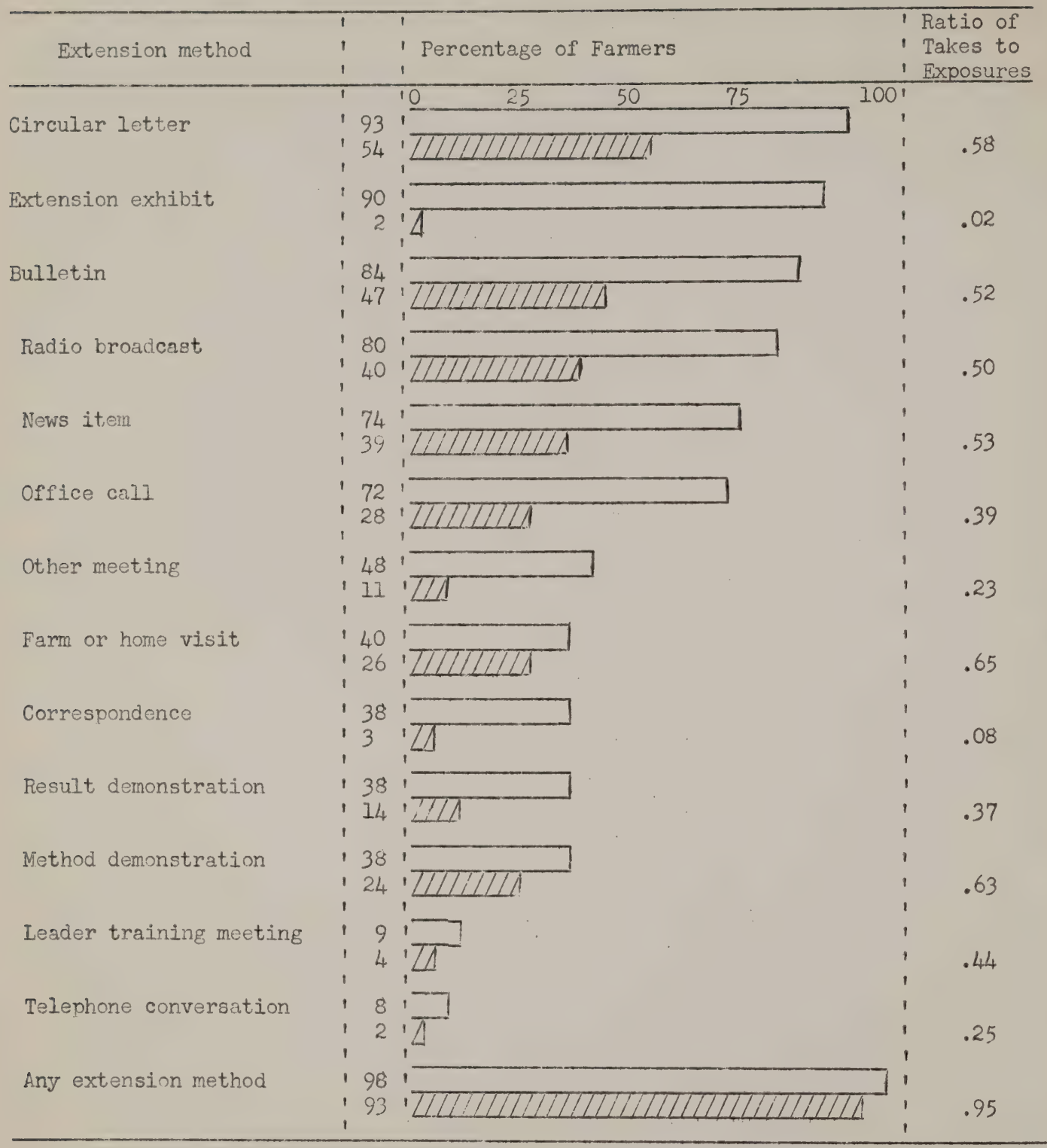
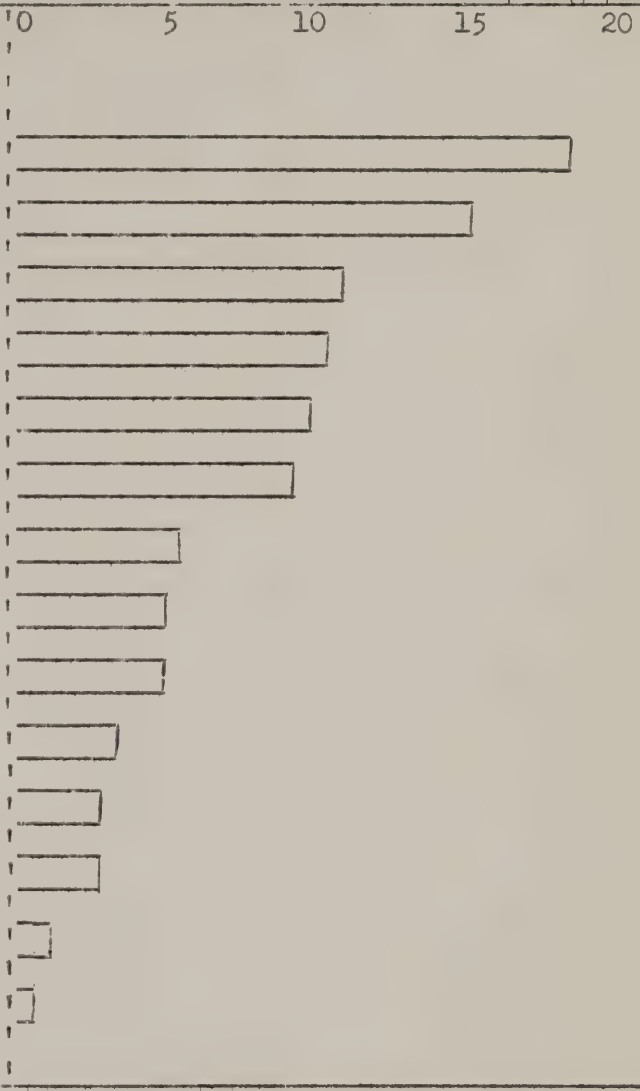


Figure 4--Relative Influence of Methods

Method	Number of times each method was named as a source of information in adopting practice1/
Number of Practice Adoptions	879
Circular letters	17.8
Indirect	15.4
Office calls	11.4
Radio broadcast	10.0
Bulletin	9.8
News item	8.5
Farm and home visit	5.7
Extension exhibit	5.2
Method demonstration	5.0
Other meeting	3.6
Leader training meeting	3.4
Result demonstration	3.1
Correspondence	.7
Telephone	.5



1/ Data adjust to basis of 100--Sum of influence of all methods.

CHAPTER V

HOMEMAKING PRACTICES

Practices That Have Been Emphasized and Singled out for Study

The Extension programs have recommended numerous homemaking practices for the parish. A check was made of 12 of these practices to determine the extent to which homemakers have adopted them, if they apply to the home.

Ninety-eight percent of the homemakers have adopted one or more of these practices. (Figure 5) The percentage adopting the individual practices varies from 86 percent of homemakers using pressure cooker in canning low acid vegetables and meats to 18 percent who have adopted the practice of vaccinating chickens to prevent chicken pox. 1/

Approximate Number of Years Practices Have Been Emphasized in the Extension Program

Most of the practices selected for this study have been carried in the Extension program for many years, but have been emphasized for a relatively few years. (Figure 5) The two canning practices, however, have been emphasized for 25 years.

As will be observed there is little or no correlation between the percentage of homemakers who have adopted the practices and the number of years the practices have been emphasized.

Who are the Homemakers who have Adopted the Practices that were Studied?

A much higher percentage of the homemakers who have had much contact 2/ with Extension and those who have a high level of living 3/ have adopted the practices

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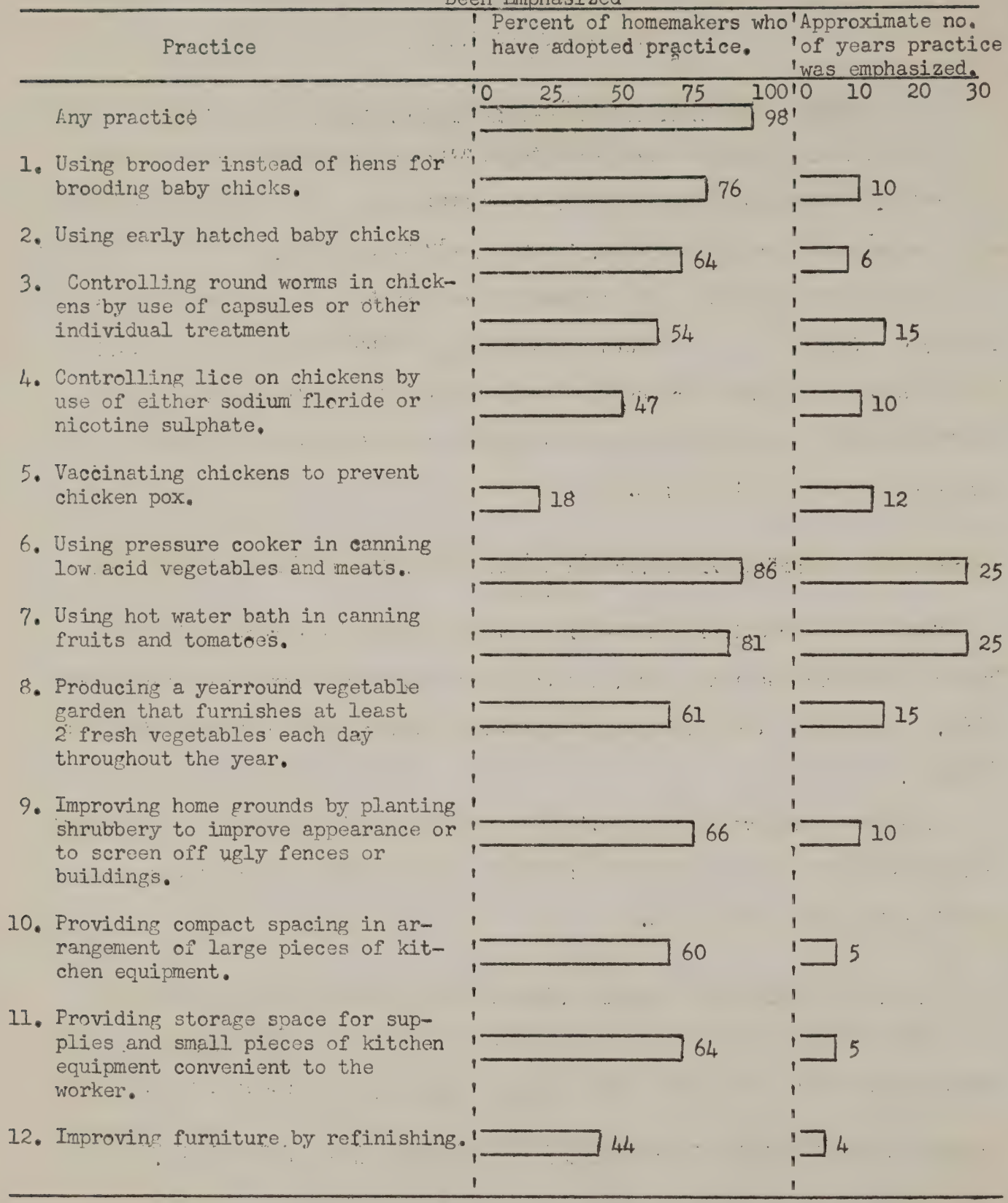
1/ This practice is based on the number of homemakers who grow chickens.

2/ The homemakers who have had seven or more different kinds of contacts are interpreted as having "much contact." Those who have had six or less are interpreted as having had "little contact."

3/ A level of living index of 75 and above is interpreted in this study as "high."

Figure 5.--Homemakers Who Have Adopted Practices and Number of Years Practice Has Been Emphasized



than have those who have had little contact, or a low level of living. Those with nine or more years of formal schooling adopted higher percentage of practices than did those with eight years or less schooling, although the differences are not large. There is very little difference between the percentages of practices adopted by the homemakers 40 years of age or over, and those 39 years or under.

To What Extent have the Homemakers not Adopted the Recommended Practices?

Eighty-two percent of the homemakers have not adopted the practice of vaccinating chickens to prevent chicken pox. On the other hand, only 14 percent have not adopted the practice of using the pressure cooker in canning low acid vegetables and meats. Percentages of homemakers not adopting the other practices range between these two extremes.

An effort was made in this study to determine reasons homemakers have for not adopting practices where the practice applies to the home. However, in getting the reasons the enumerator was instructed to ask the reason for only the first non-adopted practice that applies to the homemaker.

Following are the reasons given by the homemakers for not adopting the practices. (Table 13)

TABLE 13. REASONS GIVEN BY WHITE HOMEMAKERS IN WASHINGTON PARISH FOR NOT ADOPTING PRACTICES

B-3 a. Using brooder instead of hens for brooding baby chicks.

Reason	No. times given
Grow chickens for home use only	3
Just don't do it	1
Hens are satisfactory	1
Lets hens take care of the few grown	1
Just never have gotten around to it	1
Not been able to get brooder built	1
Hens are less trouble	1
Have better luck with hens	1
Don't have a brooder	1
Always been taught to let hens take care of little chickens	1
Have had good luck with hens	1
Just married	1
No money to pay for brooder	1

b. Using early hatched baby chicks (February 15 to April 1)

Use hens to hatch eggs; they do not set early enough	3
Hens not brooding early, no money to pay for baby chicks	2
Need fryers all the year	1
Just raise a few for eating	1
Just don't get chicks that early	1
Get late chicks because electric current is too irregular to depend on for brooder	1
Never have followed early schedule	1
No good place to keep chicks in cool weather	1
Ordered chicks by radio and had bad luck	1
Can't get out in the cold to look after them	1
Prefer them later	1
They do better hatched later	1

c. Controlling round worms in chickens by use of capsules or other individual treatment

Never knew of any trouble in flock.....	9
Have had none, so no need for treatment.....	8
Use other remedies.....	2
Never knew what the trouble was.....	2
Never knew that chickens would have worms.....	2
Just have not done it.....	1
Don't know how.....	1
No need for it.....	1
Just don't get around to it.....	1
Not enough chickens to justify it.....	1
Chickens get along all right.....	1
Have had no need for it.....	1
Never believed chickens were wormy.....	1
Never noticed that chickens need it.....	1
Not a problem on the farm.....	1

d. Controlling lice on chickens by use of sodium flouride or nicotine sulfate

Have had none and see no reason for treatment.	4
Did not know about it.....	1

e. Vaccinating chickens to prevent chicken pox

Never had any trouble from chicken pox.....	6
Had no need for it.....	4
Chickens never had it and homemaker knows nothing about it.....	2
Just found out about it last year.....	1
Just neglected doing it.....	1
Never had any trouble and didn't know how to do it.....	1

h. Using hotwater bath in canning fruits and tomatoes

Prefer pressure cooker.....	4
Freeze foods instead of canning.....	1

i. Producing a year round vegetable garden that furnishes at least 2 fresh vegetables each day throughout the year

Garden spot too wet.....	1
Not able to do the work.....	1
Don't have a garden fence.....	1
Just married.....	1
Neglect.....	1
Hard to do.....	2
Bad health: lost a horse.....	1

Not enough help to do it.....	1
Just have not done it.....	1
Newly-wed: no time for garden.....	1
Too much work.....	1
No one to do the work.....	1

j. Improving home grounds by planting shrubbery to improve appearance or to screen off ugly fences or buildings

Cattle would destroy the shrubbery.....	2
Yard is not fenced.....	1
Have six children and have not had time.....	1
Use horsedrawn mower on lawn.....	1
Plan to do it later.....	1
No one to do the work.....	1
Not enough room.....	1
Just never did get around to it.....	1

k. Providing compact spacing in arrangement of large pieces of kitchen equipment (refrigerator, stove, sink, work-table) for convenience to the worker

Waiting for a new house.....	2
Old home, no changes have been made.....	1

m. Improving furniture by refinishing (removing old paint, sandpapering, repainting) or re-upholstering (retying springs, padding, applying new covering)

Other things were needed more.....	1
Plan to buy new furniture.....	1
Not physically able to do the work.....	1

CHAPTER VI

SOURCES OF INFORMATION WHICH HAVE CONTRIBUTED TO ADOPTION OF HOMEMAKING PRACTICES

In addition to finding the extent to which homemakers have adopted recommended practices, the homemakers were asked for sources of information that influenced them to adopt the practice.

Homemakers Name Extension Teaching Methods as Sources of Information that Helped Them to Decide to Adopt Practices

Ninety-eight percent of the homemakers have adopted at least one of the 12 practices that were studied. (Figure 6.) Of the homemakers adopting practices, 97 percent named Extension teaching methods as sources of information that helped them to decide to adopt the practices.

Seventy-one percent of the homemakers said they got information from indirect influence, that is, from neighbors and friends who, it was abvious, had received it from Extension, which indicates high effectiveness. (Table 14.) Bulletins, circular letters, radio broadcasts, and method demonstrations seem also to rank high in effectiveness. From 43 to 65 percent named these methods as sources of information.

Thirty-four percent of the homemakers named news items as a source of information, and 27 percent named home visits. Percentages of other methods range from 10 for result demonstrations down to one for telephone calls.

Table 14 does not, however, tell a complete story. If the Extension teaching methods that were named by homemakers as sources of information for adoption of practices are grouped into four groups, (1) methods which reach individuals, (2) methods which reach people in groups, (3) methods which reach people in masses, and (4) indirect influence, it will be found that methods which reach people in mass are mentioned by more than half of the homemakers in Washington Parish. This groups is obviously high in the pattern of teaching by the home demonstration agents. The list of the different methods given as sources of information, grouped, and adjusted to 100, reads:

Individual methods.....	12.5
Group methods.....	17.0
Mass media.....	52.0
Indirect influence.....	18.5

Homemakers Name Non-Extension Sources of Information That Helped Them To Decide to Adopt Practices

Sixty-four percent of the homemakers said sources of information other than Extension had helped them decide to adopt practices. (Figure 6.) The homemakers named such sources as home economics teachers, manuals for pressure cookers and sewing machines, relatives and friends, magazines, and merchants.

Figure 6. -- Homemakers Adopting Practices and Source of Information

Practice	Percentage of Homemakers adopting practice. (0 25 50 75 100)	Percentage of homemakers adopting practice and naming source of information as: Extension	Non-Extension
Any practice	98	97	64
1. Using brooder instead of hens for brooding baby chicks	76	86	29
2. Using early hatched baby chicks	64	83	15
3. Controlling round worms in chickens by use of capsules or other individual treatment	54	59	35
4. Controlling lice on chickens by use of either sodium floride or nicotine sulphate	47	89	30
5. Vaccinating chickens to prevent chicken pox	18	85	7
6. Using pressure cooker in canning low acid vegetables and meats	86	89	40
7. Using hot water bath in canning fruits and tomatoes	81	84	22
8. Producing a yearround vegetable garden that furnishes at least 2 fresh vegetables each day throughout the year.	61	94	17
9. Improving home grounds by planting shrubbery to improve appearance or to screen off ugly fences or buildings.	66	82	27
10. Providing compact spacing in arrangement of large pieces of kitchen equipment	60	73	29
11. Providing storage space for supplies and small pieces of kitchen equipment convenient to the worker	64	71	29
12. Improving furniture by refinishing.	44	83	25

Table 14. — Source of Information for Adoption of Homemaking Practices

Number of homemakers adopting any practice		158
Percentage of these homemakers who names:		
Extension source		98.6
	Indirect	70.6
	Bulletins	64.9
	Circular letters	52.8
	Radio Broadcast	42.6
	Method demonstration	42.6
	News item	34.3
	Farm and home visits	27.3
	Other meetings	15.9
	Result demonstration	10.2
	Office calls	6.4
	Leader training meeting	6.4
	Extension exhibit	3.8
	Correspondence	3.2
	Telephone conversation	1.3

CHAPTER VII

EXTENSION CONTACTS BY HOMEMAKERS

Ninety-eight percent of the farm homemakers in Washington Parish have been exposed in some way to information from Extension Service, and 96 percent of these homemakers have made practical use of a part of the information. (Figure 7)

More than 80 percent of the homemakers have received circular letters, seen an Extension exhibit, and heard an Extension broadcast over the radio. three-fourths of these homemakers received bulletins and read news items. Forty-three percent have seen a method demonstration, and the Extension agents have visited in 38 percent of the homes. One-third of the homemakers have visited Extension office, attended "other"meetings, and have had some correspondence with Extension workers.

These are merely contacts that the homemakers have had with Extension and they show that Extension has a wide contact, particularly through circular letters, radio, news items, bulletins, and educational exhibits.

The ratio of takes to exposures, that is, the ratio of the percentage of homemakers who used the information to the percentage who received the information as a contact, is one indication of the effectiveness of the teaching method. (Figure 7.) This ratio is high for method demonstrations, bulletins, farm or home visits, and leader training meetings. It is relatively high for radio broadcasts, news items, meetings, and result demonstrations. It should be remembered, however, that this ratio is only a relationship and a measure of effectiveness, and that it gives no indication of the percentage of people that may have been exposed to the teaching method. For example, 43 percent of the homemakers have seen a method demonstration but 41 percent used the information, while 86 percent have seen an Extension exhibit and only 4 percent used the information.

Circular letters, bulletins, radio broadcasts, and news items, rank high in both contact and effectiveness.

Who are the Homemakers Who Have Been Exposed to Extension Teaching Methods?

A much higher percentage of the homemakers who have a high level of living or who have had nine years or more of formal schooling have been exposed to Extension teaching than have those with a low level of living, or who have had eight years or less years of formal schooling. Whether the homemakers are 40 years of age and over, or 39 years or under makes little difference in the percentage that have been exposed to Extension teaching.

Relative Influence of Extension Teaching Methods on the Adoption of Practices

In interpreting the data on relative influence of the various teaching methods it is well to remember that the total outcome of the teaching process depends upon several teaching methods, and that there is an inter-relationship between the several methods.

The homemakers show a total of 1054 practice adoptions. (Figure 8.) Indirect influence is credited with 20 out of each 100 of these practice adoptions. Bulletins are credited with 17.6 out of each 100 practice adoptions, circular letters with 14.1, and radio broadcasts with 10.4. Other methods range downward from 7.6 for home visits to two-tenths for correspondence.

If the methods are grouped according to (1) individual methods, (2) group methods, (3) mass media, and (4) indirect influence, the percentages of practice adoptions credited to the different groups of methods will read:

Individual methods..... 10.8

Group methods..... 19.1

Mass media..... 50.0

Indirect influence..... 20.1

It is interesting to note that mass media (circular letters, news items, radio broadcasts, bulletins, Extension exhibits) are credited with 50 percent of the total influence.

igure 7. -- The Extent to Which Homemakers Have Been Exposed and Influenced By Extension Methods

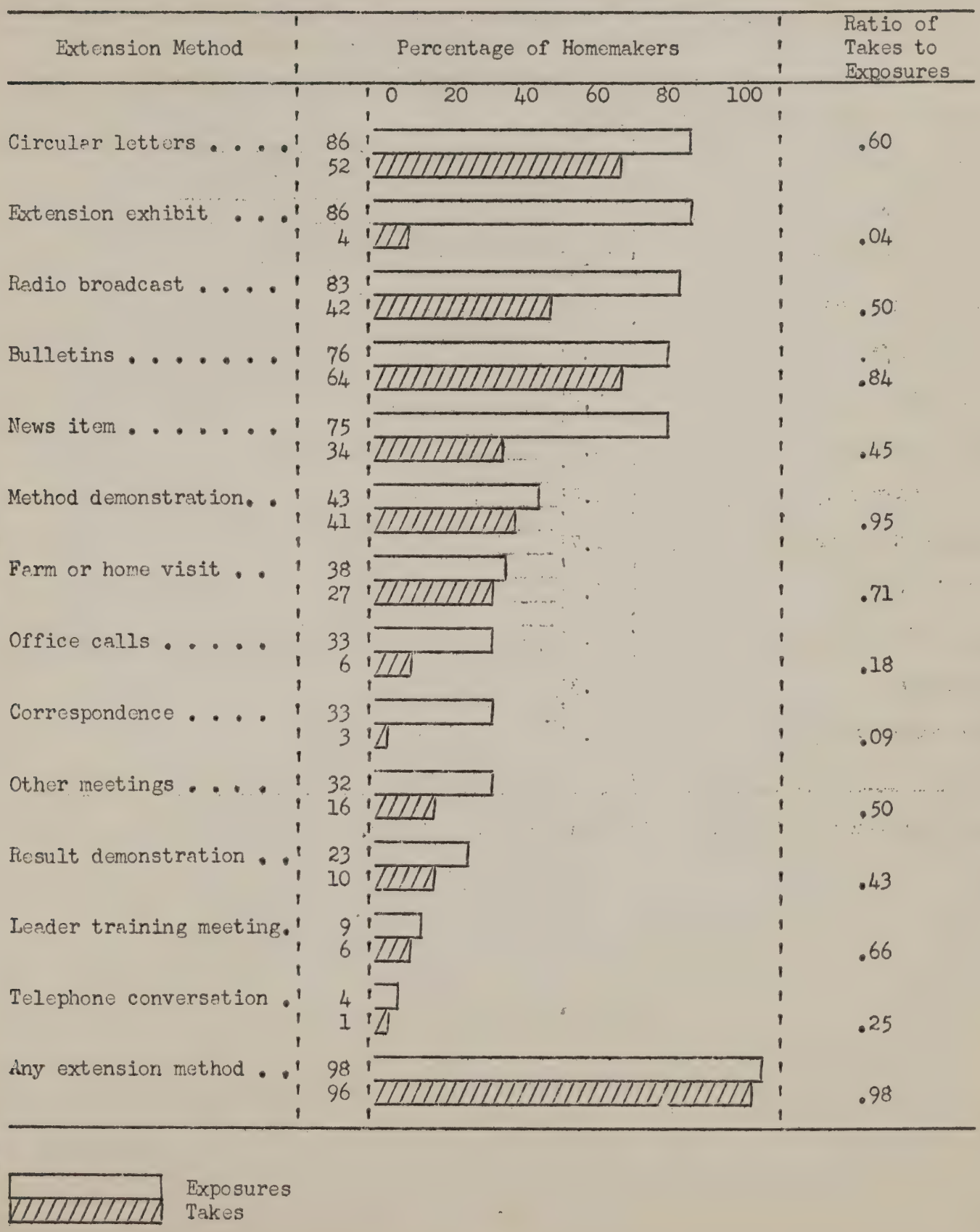
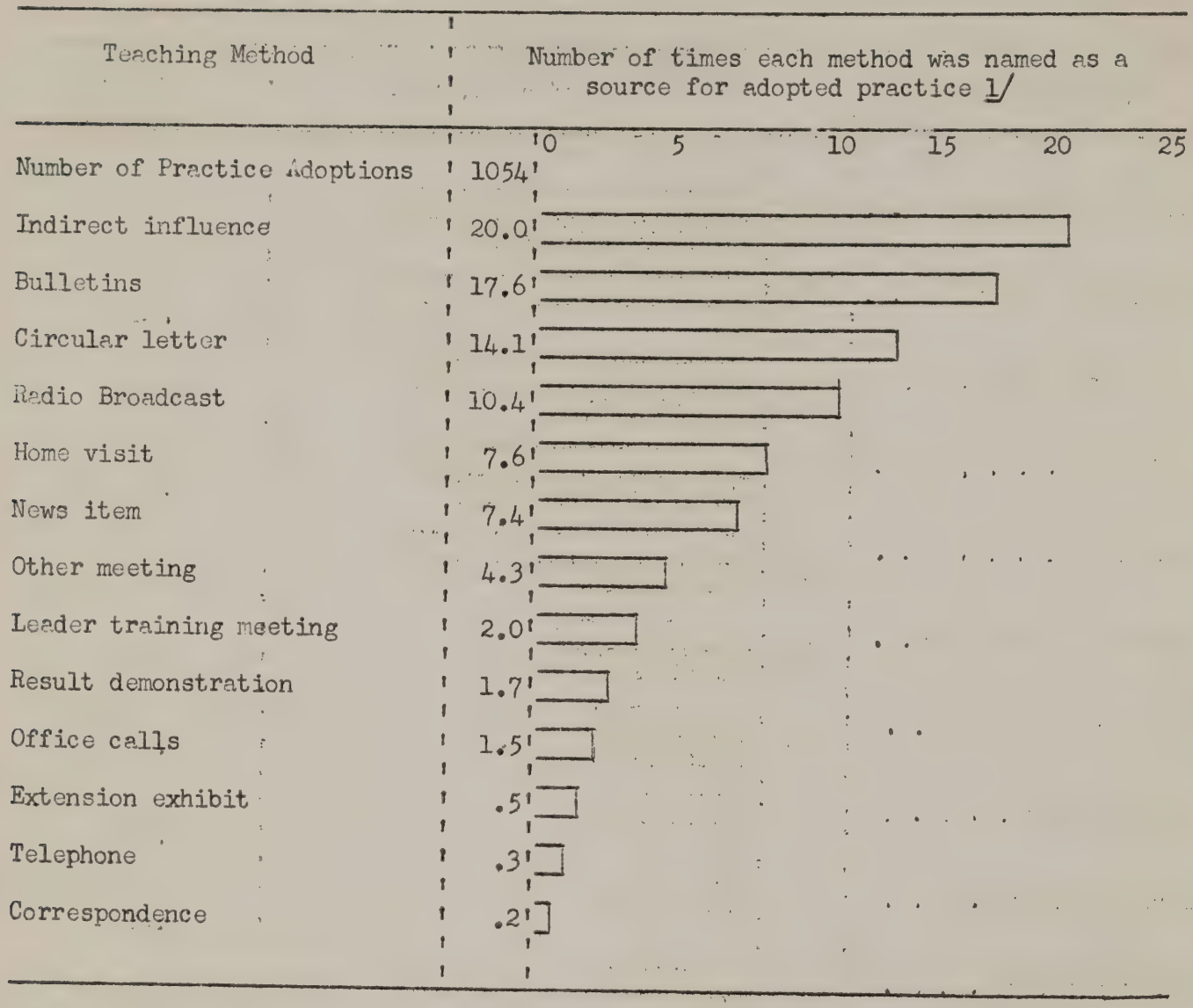


Figure 8. -- Relative Influence of Methods Used by Homemakers Upon Adopting Practices



1/ Adjusted to 100 - Sum of influence of all methods.

SUMMARY

Section I of this study covers white farm families only. It is recognized, however, that Extension work covers other segments of the population and includes people in towns and small rural centers not represented in this study.

What the Parish Wanted to Know about Extension Work

1. The extent to which farmers and homemakers have adopted farm and homemaking practices that have been recommended by Extension.
2. The effectiveness of teaching methods used.
3. The extent to which farmers and farm-homemakers have contact with Extension.
4. The knowledge farmers and farm-homemakers have of Extension.

How This Was Made

The information was obtained in May, 1950, through personal interviews with the farmers and homemakers in 163 farm families. These families were selected from a list of white farm families by taking every tenth name in a random list, starting with a randomly selected number. The interviewing was done by six women and seven men, all Extension workers. Eleven of these were from the state Extension office. Two were county agents. One was from an adjoining parish, the other from a nearby parish. The same person interviewed both the farmer and the homemaker in the family.

Sharecroppers were not included in this study.

What the Farm and Farm Houses Are Like

Over 60 percent of the families have lived on their present farms for over ten years or more and more than 80 percent have lived in the parish for at least ten years.

Size of Farms:

Two-thirds of the farms have less than 50 acres of cropland while one-third have 50 acres or over.

Major Sources of Farm Income:

The major sources of farm income are dairying, cotton, corn, beef cattle, hogs, truck crops, tung nuts, and forest products, mostly pulpwood.

Portion of Family Income from Farm:

Only one-third of the families derive all their money income from the farm. The other two-thirds receive an income from other sources such as work at the paper mill or sawmill.

Tenure Status:

Ninety percent of the farmers are owners or part owners, nine percent tenants, and one percent managers.

Transportation Facilities:

The parish has a comprehensive system of hard or graveled highways that reach all communities in the parish. Paved highways connect with interstate highways to the north, south, east and west from the parish seat, the town of Franklinton, near the center of the parish.

Forty-four percent of the families own a car and forty-five percent have a truck. Seventy-eight percent have either a car or a truck. Forty-seven percent of the homemakers drive a car.

The Farm Homes:

The farm houses average a little over five and one-half rooms per house. The average number of persons per room is less than one.

Home Facilities:

A very high percentage of the homes have electricity, radio, mechanical refrigerator, pressure cooker, and sewing machine. Two-thirds have running water in the house, and have power washing machines. Sixty-one percent have a complete bathroom.

What Are the People Like

Age:

Forty-eight percent of the farmers, and fifty-six of the homemakers are under 45 years of age.

Formal Schooling:

Sixty percent of the farmers and seventy percent of the homemakers have had eight or more years of schooling. Seven percent of the farmers and thirteen percent of the homemakers have had some college.

Children in the Home:

Forty-four percent of the families have children under 10 years of age, and 40 percent have children 10 to 18 years old.

What They Read:

Sixty-six percent of the families take a daily or weekly paper; ninety percent take a farm or home magazine, and ninety-three percent have a radio.

Knowledge of Extension:

Eighty-six percent of the farmers and fifty-seven percent of the homemakers know who the county agent is.

Eighty-nine percent of the farmers and homemakers know the home demonstration agent.

Eighty-four percent of the farmers and homemakers know something of 4-H Club work.

Where Does 4-H Club Work Stand

Forty percent of the families have children 10 to 18 years of age, and 66 per-

cent of these families have at least one child in the 4-H Clubs. Twenty-one percent of the farmers and twenty-eight percent of the homemakers have been members of 4-H Clubs.

In 1949, according to the parish annual report, there were 20 organized 4-H Clubs in the parish with an enrollment of 620 boys and 676 girls, including those from homes other than farm homes. All these clubs are organized within the schools.

Young People 19 to 30 Years of Age:

Twenty percent of the families have young people at home other than the farmer or homemaker. In 6 percent of these families, young people belong to farm or other organizations not sponsored by Extension.

What Have the Farmers Learned from Extension

The Extension program has emphasized many farm practices for the parish. A check was made in this study to determine the extent to which farmers have adopted them.

Practices Adopted by Farmers:

The following table shows the farm practices that were studied and the percentage of farmers adopting each practice.

Practices	Percentage of Farmers Adopting Practices 1/
Any Practice	96
1. Using DDt or metoxychlor to control lice or flies on cattle	72
2. Vaccinating calves to control Bang's disease.	45
3. Treating calves with phenothiazine or bluestone to control round worm	48
4. Using Sudan grass or Alyce clover for summer grazing or hay	44
5. Producing a winter pastrue of oats, fescue grass, winter peas, vetch, or clover.	58
6. Improving pasture by fertilizing, liming or seeding to recommended varieties of grasses or clover.	59
7. Vaccinating pigs to prevent cholera.	78
8. Using minerals as a supplement in feeding livestock	56
9. Treating pigs with worm capsules or sodium floride in the feed to control round worms.	42
10. Using recommended varieties of cotton.	92
11. Using hybrid corn as a part or all the crop	42
12. Using winter legumes as a soil improvement crop.	33

1/ Based on farms where practice applies

Type of Farmer Adopting Practices:

A higher percentage of farmers who have much contact with Extension, those who have a high level of living, and those who have more formal schooling have adopted practices than have the other comparable groups.

Length of Time Practices Have Been Emphasized:

Little or no correlation is indicated between the percentage of farmers adopting practices and the number of years the practices have been emphasized in the Extension program.

What Have the Homemakers Learned from Extension Teaching

Practices Emphasized:

The Extension programs have recommended many homemaking practices for the parish. A check was made of twelve of these practices to determine the extent to which farm homemakers have adopted them.

Practices Adopted:

The following table shows the practices that were studied, and the percentage of homemakers adopting each practice.

Practices	Percentage of Homemakers Adopting Practice
Any practice	98
1. Using brooder instead of hens for brooding baby chicks	76
2. Using early-hatched baby chicks.	64
3. Controlling round worms in chickens by use of capsules or other individual treatment	54
4. Controlling lice on chickens by use of either sodium floride or nicotine sulphate.	47
5. Vaccinating chickens to prevent chicken pox.	18
6. Using pressure cooker in canning low-acid vegetables and meats	86
7. Using hot water bath in canning fruits and tomatoes.	81
8. Producing a year-round vegetable garden that furnishes at least two fresh vegetables each day throughout the year.	61
9. Improving home grounds by planting shrubbery to improve appearance or screen off ugly fences or buildings.	66
10. Providing compact spacing in arrangement of large pieces of kitchen equipment.	60
11. Providing storage space for supplies and small pieces of kitchen equipment to the worker.	64
12. Improving furniture by refinishing.	44

Type of Homemakers Adopting Practices:

A much higher percentage of the homemakers who have had much contact with Extension and those with a high level of living have adopted the practices than those who have had little contact, or a low level of living. Those with nine or more years of schooling have adopted more practices than have those with eight years or less, although the difference is not large.

Length of Time Practices Have Been Emphasized:

Little or no correlation is indicated between the percentage of homemakers adopting practices and the number of years the practices have been emphasized in the Extension program.

What Contacts Do the Farmers and Homemakers Have With Extension through Teaching Methods

A high percentage of both farmers and homemakers have received circular letters, have heard radio broadcasts, have received bulletins, and have read Extension news items. Seventy-two percent of the farmers and 33 percent of the homemakers have visited the Extension office. Forty percent of the farmers and 38 percent of the homemakers have had a farm or home visit by the Extension Agents. Here is a table that shows the percentage of farmers and homemakers that have been exposed to the various Extension methods:

Extension Teaching Method	Farmers	Homemakers
Percentage reporting any contacts	98	98
Percentage exposed to:		
Circular letters	93	86
Extension exhibits	90	86
Radio broadcasts	80	83
Bulletins	84	76
News items	74	75
Method demonstrations	38	43
Farm or home visits	40	38
Office calls	72	33
Correspondence	38	33
Other meetings	48	32
Result demonstrations	38	23
Leader training meetings	9	9
Telephone conversation	8	4

Type of Farmers and Homemakers Exposed to Extension Teaching Methods:

A much higher percentage of farmers and homemakers who have a high level of living, or who have had nine years or more of formal schooling have been exposed than have those with a low level of living or who have had only eight years or less of formal schooling.

Whether farmers are 45 years of age and above, or those who are under 45 seem to make little difference in percentage that have been exposed to Extension teaching. Neither is there much difference in percentage of exposures by homemakers who are 40 years of age and above and those who are under 40.

Which Extension Teaching Methods Have Worked Best

Ninety-six percent of the farmers and 98 percent of the homemakers have adopted at least one of the recommended practices.

Farmers and Homemakers Name Extension Contacts (Exposures) as Sources of Sources of Information for Adoption of Practices:

Of the farmers and homemakers adopting practices, 96 percent of the farmers and 97 percent of the homemakers named Extension teaching methods as sources of information that helped them decide to adopt practices.

Here is a table that shows the sources of Extension information that farmers and homemakers say helped them to decide to adopt practices.

	Farmers	Homemakers
Percentage adopting any practice	96	98
Percentage who named:		
Extension sources	93	99
Indirect	65	71
Circular letters	54	52
Bulletins	47	65
Radio broadcasts	40	43
News items	39	34
Office calls	29	6
Farm or home visits	26	27
Method demonstration	24	43
Result demonstration	14	10
Other meetings	11	16
Leader training meetings	4	6
Extension exhibits	2	4
Correspondence	3	3
Telephone conversation	2	1

Percentage of Farmers and Homemakers Giving Sources of Information, Grouped and Adjusted to 100:

Methods	Farmers	Homemakers
Individual methods	20.2	12.5
Group methods	12.5	17.0
Mass media	49.7	52.0
Indirect influence	17.6	18.5

Farmers and Homemakers Name Non-Extension Sources of Information:

Two-thirds of the farmers and homemakers indicated sources of information, other than Extension, that helped them decide to adopt practices.

Farmers named such sources as agricultural teachers, seed, feed, and fertilizer dealers, the Veterans' Training Program, and the Production and Marketing Administration.

Homemakers named such sources as home economics teachers, manuals for pressure cookers and sewing machines, relatives and friends, magazines, and merchants.

WHAT SHOULD THIS STUDY MEAN TO EXTENSION

It is evident from the data collected in this study that the Extension Service's way of working with farm people is effective with a high percentage of farm families. It should be kept in mind, however, that this study does not include sharecroppers nor non-farm families in villages and towns, all of which are included in the responsibilities of Extension.

1. This study indicates that Extension is working with a much higher percentage of farmers and homemakers with a high level of living, or who have had nine years or more formal schooling than with those with a low level of living or who have had less than nine years of formal schooling. There is little difference in the percentage of farmers and homemakers in the different age groups that Extension is working with.

While continuing to work with those people who have demonstrated their interest in Extension information, should Extension workers give more attention to possible ways of reaching farm families who have had less contact, or exposure to Extension teaching?

2. Two-thirds of the farm families have an income from sources other than the farm, such as work at the paper mill and at saw mills. Are there ways the Extension program or teaching procedures might be adjusted to meet more nearly the needs of these families?

3. Many homes are without running water; without complete bathrooms. Many houses are unpainted, which may indicate need for other house repair or improvement. What emphasis should be given in the Extension program to house improvement?

4. The homes have many modern facilities. However, 34 percent do not have power washing machines. This facility is related to both running water and availability of finances. Is there anything that Extension should do in relation to this facility?

5. One-fifth of the families have young men or women 19 to 30 years of age, other than the farmer or homemaker, living at home. A very low percentage of these young people seem to belong to any organizations. Could or should Extension consider sponsoring a program designed to meet more nearly the needs of these people than does the programs presently being offered?

6. Twenty-two percent of the farm homemakers are members of a home demonstration club; an additional eight percent have at sometime been members. This raises a question as to whether it is feasable or desirable to try to increase this membership by bringing in additional homemakers.

7. A large percentage of the farmers and homemakers have not adopted the practices that have been emphasized in the Extension program even though practically all of both farmers and homemakers have indicated some kind of contact with Extension Service. This raises a question as to whether the most important or needed phases of farming and homemaking are being emphasized, and whether the important parts of those phases are receiving proper consideration. For example, only 18 percent of the homemakers who grow chickens have adopted the practice of vaccinating chickens to prevent chicken pox. Out of 15 homemakers who gave reasons for not adopting this practice 12 said they had never had any trouble from chicken pox. This would seem to indicate either that chicken pox is not a serious problem, or that additional educational work on identifying the disease is needed.

Another example, 55 percent of the farmers who grow cattle have not adopted the practice of vaccinating calves to control Bang's disease. Out of 39 farmers who gave reasons why they have not adopted the practice, 26 stated, in effect, that they had never had trouble with their cattle from the disease, which may indicate a lack of clear understanding of the reason for vaccinating.

There is little or no correlation between the percentage of farmers or homemakers adopting practices and the number of years the practices have been

emphasized in the Extension program. Does this seem to emphasize the fact that planning should be considered a continuous process? Does it seem to point out that more and more responsibility lies with the people who are responsible for the content of the Extension program in the Parish?

Extension Teaching Methods:

1. Individual Methods: Extension teaching methods which reach individuals are credited with approximately 20 percent of the practices adopted by farmers and 12 percent of those adopted by homemakers. This raises a few questions: Would it be worthwhile to set up more result demonstrations especially designed to fit the needs of groups of farmers and homemakers who show less contact, and a correspondingly lower percentage of practices adopted? Should an effort be made to make more, carefully-planned farm and home visits to those farm families who have had less contact with Extension?

Farm and home visits are shown in this study to be relatively high in effectiveness. Also such visits are generally accepted as one of the best ways of establishing contacts, of building confidence, and of developing good will and greater interest in the Extension program. More and better planned farm and home visits, therefore, might be especially helpful to those families who have a low level of living, and who have had less schooling.

Group Methods:

Methods which reach people in groups are credited with bringing about 13 percent of the practices adopted by farmers and 17 percent of those adopted by homemakers. Apparently, meetings are low in the pattern of teaching in the parish, particularly by the farm agents. Could more well-planned meetings, especially with special-interest groups, be used profitably by the agents? Would more neighborhood meetings be profitable? Should as much work as is practical be done through method demonstration meetings, which are shown to be highly

effective in bringing about adoption of practices, particularly those practices involving skills?

Can the use of local leaders effectively be further expanded? Six percent of the farmers and seven percent of the homemakers have served as local leaders. What further training do these leaders need?

Mass Media:

These methods are credited with 50 percent of the practice adoptions reported by farmers and 52 percent of those reported by homemakers. A high percentage of the farmers and homemakers listen to Extension broadcasts over radio. To what extent should Extension workers try to make maximum use of the radio with well prepared program material? Radio broadcasts are a relatively new teaching method in Extension work.

Can greater use be made of local newspaper articles? Are the news articles simple reporting or are they composed of well organized educational material? Is there now a plan for systematic use of both the radio and press?

Indirect Influence:

This study shows a high percentage of the total practice adoptions by farmers and homemakers due to information passed on from person to person, which is one of the most powerful influences at work in bringing about an acceptance of improved practices. Should this serve to suggest a wider and more effective use of well-trained local leaders than, perhaps, Extension has previously considered practical?

The general attitude of farmers and homemakers in Washington parish toward Extension is favorable. The people have accepted Extension. However, the Extension Service has a challenge, and opportunity to further perfect the organization, methods, and programs that must fit the changing conditions in the parish, and that in so far as possible, meet the needs and interests of all the people.